

# STEINWAY

*The Instrument of the Immortals*



*Wagner*

"A Beethoven Sonata, a Bach Chromatic Fantasia, can only be fully appreciated when rendered upon a Steinway Grand," said Richard Wagner in 1879.

"Only upon a Steinway can the works of the masters be played with full artistic justice," said Sergei Rachmaninoff in 1921.



*Special*

**PIANO RECITAL**

*free to the public*

**WEDNESDAY, NOVEMBER 23**

Every Wednesday afternoon, at 3 o'clock, a special recital demonstration is held at Steinway Hall, in the "intimate" recital room. A well-known pianist is soloist on each occasion. Admission is free. As the intimate recital room seats only 200 persons, seats must be secured in advance. Apply by telephone (Stuyvesant 0500), by letter, or in person to Steinway & Sons, Steinway Hall, 109 East Fourteenth Street. Subway express stations at the door.

*for CHRISTMAS*  
*—a Steinway*

This is the season when many a man is thinking: "I wonder what She would like best for Christmas." And in many a case she is thinking: "How I would love to have a Steinway. I think I'd rather have it than anything else in the world." And if he knew how much she wanted a Steinway—and how reasonable is the price—and how convenient are the terms—who doubts that he would get it for her! If she would just show him this page—and particularly this very paragraph—the chances are that there would be a Steinway in their home this Christmas. And this is the time to make arrangements for Christmas deliveries.

**USED PIANOS ACCEPTED IN PARTIAL EXCHANGE**

In these days there is a piano in almost every home. Many people postpone, or decide against, the purchase of a new piano because they do not realize that their old one will often be accepted as partial payment on a new piano. If you have a piano, Steinway & Sons will gladly examine it and fix a price upon it to apply as partial payment on a new Steinway.

*In the company of the Great*

**Y**OU who choose the Steinway enter the company of the great. Wagner, the giant of modern music, dreamer of tone visions that are among the most precious inheritances of man; Liszt, to whose home in Weimar came emperors and kings and prelates of the church to steep their souls in the solace of his art; Rubinstein, who charmed care from the heart of the Czar of all the Russias; Paderewski, loved as an artist, revered as a man, who played his way across a continent to save his country! These are but a few of the towering figures of music to whom the Steinway has been "not alone an instrument, but an inspiration."

Occasionally the genius of man produces some masterpiece of art—a symphony, a book, a painting—of such surpassing greatness that it stands for generations as an ideal, unequalled and supreme. For more than three-score years the position of the Steinway piano has been comparable to such a masterpiece—with this difference: A symphony, a book, a painting, once given to the world, remains forever as it is. Its creator cannot bequeath to future generations the task of carrying it to still higher perfection.

But the Steinway, great as it was in Richard Wagner's day, has grown greater still with each generation. This is because through all the years the Steinway piano has continued to be

the personal product of the Steinway family. Today there are more members of the Steinway family who are personally engaged in the making of the Steinway piano than at any previous time. Its leadership, its supremacy, is their greatest inheritance. The making of pianos is with them an art first, and only secondly a business.

All the materials which go into a Steinway are available to the whole world—but the genius which transmutes them into Steinway tone begins and ends with Steinway.

Is it any wonder then that this piano has become "The Instrument of the Immortals"—chosen by the greatest pianists, composers, violinists, singers, orchestra conductors and piano teachers—and found the world over in homes where the music of the masters is loved and kept living?

Although it is universally conceded that the Steinway is the finest piano, it is worthy of note that it is not the most expensive piano. For it is the Steinway ideal to enable the music lover to own the best piano that can be made, to own it at the lowest cost possible, and upon the easiest terms possible. To buy most of the things which are known in the world as "the finest" one must have wealth, but to buy a Steinway, wealth is not necessary.

**Any new Steinway piano may be purchased with a cash deposit of 10 per cent and the balance extended over a period of two years**

**Prices, \$875 and up**

**Used pianos in good condition are accepted in partial exchange**

In Greater New York, Steinway pianos are sold only at Steinway Hall.

**STEINWAY & SONS, STEINWAY HALL, 109 E. Fourteenth St.**

**SUBWAY EXPRESS STATIONS AT THE DOOR**

ALCO-GRAPHURE, INC., NEW YORK, BALTIMORE, ST. LOUIS